

NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.
PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Freshness Counts

is **Not Approved.**

if approval refused, the reasons for the decision:

The video slick *Freshness Counts* contains a variety of sexually explicit images including the daubing of paint over the breasts and faces of older teenage females which is strongly suggestive of a rites of passage or ritualistic theme. The image contains a number of possible interpretations, but the presence of red paint over the breasts is more readily associated with the loss of virginity.

Additionally the title of the publication is written in such a way as to give particular prominence to the words "fresh" and "cunts". This reference is widely regarded as being degrading and demeaning to women as well as containing some connotations relating to the potential age of the actors.

The commercial, and exploitative nature of these images which may engender a degree of sensitivity leads the Classification Office to the opinion that they are particularly degrading, dehumanising and demeaning. For these reasons the Classification Office is of the opinion that the availability of the video slick is likely to be injurious to the public good.

In giving consideration to the New Zealand Bill of Rights Act 1990, the Classification Office is of the opinion that there is a conflict between s14 of the Bill of Rights Act, and s3(3)(c) considerations of the FVPC Act. The Classification Office regards any limitations on the availability of material which reduces women to sexual body parts in the manner that this publication does, as reasonable and demonstrably justifiable.

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Date: 07 February 1997

For the Classification Office (signed):

OFLC Ref: 9601401